

## RESOURCE 2.1. – COMMUNITY ASSESSMENT GUIDELINE

# Community assessment = foundation for local work at “StoP”

**What to do?****1. research into a data-based profile:**

location, geography, socio-economic data of the neighbourhood (local statistics)

**2. walk the community and explore using this survey:**

Description categories/criteria e.g:

much/less	friendly/aggressive
more/less	animated, lively/relaxed,
predominantly/seldom	passive
often/rarely	fast/slow
close/far	loud/quiet
present/missing	full/empty
old/new	diverse, dif-
maintained/dilapidated	ferent/monotonous
clean/dirty	heterogeneous/homo-
large/small	geneous
narrow/spacious	familiar/unfamiliar
luxurious/simple	cordial/rejecting
colourful/single-coloured	...
modern/old-fashioned	
barrier-free/inaccessible	
light/dark	
poor/wealthy	
expensive/cheap	
German/migrant (Turkish, Polish ...)	
intense/superficial	

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**Time? / Date?**

**Who conducts the community survey?**

**Which neighbourhood?**

**Location (outskirts, city centre, bordered by ...)**

**Which street(s)?**

## **2.1. material level**

### **a) Buildings**

- **Detached houses**  
Quantity  
Condition
- **Apartment blocks** (up to 6 storeys)  
Quantity  
Condition

Just residential?

Also commercial? How much? What kind?

- **Tower blocks**  
Quantity  
Condition

Just living?

Trade? How much? What type?

### **b) Infrastructure (social, leisure, health, culture, education, everyday needs, commerce)**

- Green spaces, number, condition
- Playgrounds: Number, equipment/condition
- Schools  
Number/which  
Condition
- Kindergardens  
Number/carrier  
Condition

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- Doctors  
Specialization, number
- social institutions  
Which, number?
- cultural and leisure facilities - which, number?
- Religious sites - which ones, number?
- Restaurants  
Which, number?
- Shops/businesses - which ones and how many?  
Food:  
Finances:  
Pharmacy/drugstore:  
Clothing:  
Household goods:  
Stationery:  
Post:  
...  
...  
...
- Other trades/companies - Which, number?  
Craftsmen:  
Offices:  
Industry/Production:
- Other

### c) Transport/mobility

- S-Bahn/subway connection, buses?
- Street(s)  
Condition and utilization
- Pedestrian paths - condition and use
- Which means of transport, number, condition, brands (e.g. cars, bicycles),

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## 2.2. symbolic level, e.g.

- Posters (which ones, many/few?)
- Stickers (which ones)
- Graffiti (number, which)
- Monuments, art in public spaces  
Quantity  
Kind
- Information, instruction or prohibition signs

## 2.3. social level (observations in a square, in a café, i.e. lingering in one place and/or slowly walking past ...)

“Participant observation”, being there, inconspicuous (you could, for example, buy newspaper, look into your cellphone if you feel uncomfortable without something in your hands or have a coffee ...)

**as detailed a description as possible:**

- Who can be seen (and with whom)?
  - Age:
  - Gender:
  - Ethnicity:
  - Clothing:
  - Language:
  - Alone:
  - Pair:
  - Family:
  - Group:
- Where do people tend to be (are there places where there are more people than others?)
- What is done and how?
  - Walking (fast, slow):
  - sit (on what):
  - read:
  - play:
  - shopping:

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- stand and talk:  
...  
...
- How is the interaction, the togetherness, manners, tone, atmosphere?

### **3. find out about the stakeholders/local leaders in the district:**

Who reaches many people and whom you would like to have on board for StoP work (associations, organizations, companies, politicians). Please prioritize them according to their presumed importance for StoP work (i.e. do not simply list everyone who exists in some way, but those who are indispensable for StoP publicity work because of their particular influence, knowledge and resources). You can't address them all at once, i.e. who first, who then and who last:

- **Who do I definitely need and why? (address them first)**
- **Who else is important? (address later, when some important people are already involved and you have time)**
- **Who else is there (even later, not so urgent, but don't forget)**

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